

ORDER



KLAS

Orders
Order / Rev: 37807
Alt Order #:
Product Desc: ISSUE
Estimate: 1332
Flight Dates: 10/31/12 - 11/05/12
Original Date / Rev: 10/30/12 / 10/30/12
Order Type: GENERAL

Primary AE: Mike Jones
Sales Office: K-WAS
Sales Region: National

Agency
Name: Cross Roads Media
Buying Contact:
Billing Contact:
 66 Canal Center Plaza
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Crossroads GPS
Demographic: A25-54
Product Codes: PO4
Priority: LV1
Revenue Codes: AGY, POL, ISS

New Business Thru: 08/14/11
Order Separation: 00:10:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	57	\$207,400.00	\$176,290.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	57	\$207,400.00	\$176,290.00	0.00
Totals	57	\$207,400.00	\$176,290.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	8	10/31/12	11/05/12	8 News Now 5a M-F	CM	5-6a	2-222--	:30	8	\$3,000.00	LV1	0.00	NM	8	\$24,000.00
				8 News Now 5a M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/12	11/06/12	2-222--		8				\$3,000.00		0.00			
N 2	8	10/31/12	11/05/12	Live w/Kelly	CM	9-10a	1-111--	:30	4	\$2,000.00	LV1	0.00	NM	4	\$8,000.00
				Live w/Kelly											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/12	11/06/12	1-111--		4				\$2,000.00		0.00			
N 3	8	10/31/12	11/05/12	8 News Now Noon M-F	CM	12-1230p	1-111--	:30	4	\$2,000.00	LV1	0.00	NM	4	\$8,000.00
				8 News Now Noon M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/12	11/06/12	1-111--		4				\$2,000.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	2	8	10/31/12-11/06/12	8 News Now Noon M-F		12-1230p	M-WThF----	:30		(\$2,000.00)		0.00	NM		
				See MG 3.5											
	5	8	10/31/12-11/06/12	8 News Now 4p M-F		4-5p	MTWThF----	:30		\$2,000.00		0.00	NM		
				Ⓜ MG for 3.2 11/01											
N 4	8	11/01/12	11/05/12	1230-2p Soaps/ LMAD	CM	1230-2p	1--11--	:30	3	\$5,000.00	LV1	0.00	NM	3	\$15,000.00
				Soaps / Let's Make A Deal											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/12	11/06/12	1--11--		3				\$5,000.00		0.00			
N 5	8	10/31/12	11/05/12	Ellen	CM	3-4p	1-111--	:30	4	\$2,500.00	LV1	0.00	NM	4	\$10,000.00
				Ellen											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 5	8	10/31/12	11/05/12	Ellen Ellen	CM	3-4p 1-111--	:30	4	\$2,500.00	LV1	0.00	NM	4	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/31/12	11/06/12	1-111--		4		\$2,500.00		0.00				
N 6	8	10/31/12	11/05/12	8 News Now 4p M-F 8 News Now 4p M-F	CM	4-5p 1-111--	:30	4	\$2,500.00	LV1	0.00	NM	4	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/31/12	11/06/12	1-111--		4		\$2,500.00		0.00				
N 7	8	11/01/12	11/05/12	8 News Now 5-630p M-F 8 News Now 5-630p M-F	CM	5-630p 1--11--	:30	3	\$3,000.00	LV1	0.00	NM	3	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/31/12	11/06/12	1--11--		3		\$3,000.00		0.00				
N 8	8	11/05/12	11/05/12	630-7p Inside Edition Inside Edition	CM	630-7p 1-----	:30	1	\$5,500.00	LV1	0.00	NM	1	\$5,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/31/12	11/06/12	1-----		1		\$5,500.00		0.00				
N 9	8	11/02/12	11/05/12	7-8p Rotator 7-8p Rotator	CM	7-8p 1---1--	:30	2	\$5,500.00	LV1	0.00	NM	2	\$11,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/31/12	11/06/12	1---1--		2		\$5,500.00		0.00				
N 10	8	10/31/12	11/05/12	8 News Now 11p M-F 8 News Now 11p M-F	CM	11-1135p 1-1----	:30	2	\$5,000.00	LV1	0.00	NM	2	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/31/12	11/06/12	1-1----		2		\$5,000.00		0.00				
N 11	8	11/05/12	11/05/12	Letterman Letterman	CM	1135p-1237a 1-----	:30	1	\$2,000.00	LV1	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/31/12	11/06/12	1-----		1		\$2,000.00		0.00				
N 12	8	11/05/12	11/05/12	Craig Ferguson Craig Ferguson	CM	1237a-137a 1-----	:30	1	\$1,200.00	LV1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/31/12	11/06/12	1-----		1		\$1,200.00		0.00				
N 13	8	10/31/12	11/05/12	137-237a M-F Elec Plyg Electric Playground / ET	CM	137-237a 1-111-- (1:37 XM-2:37 XM)	:30	4	\$250.00	LV1	0.00	NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/31/12	11/06/12	1-111--		4		\$250.00		0.00				
N 14	8	11/03/12	11/03/12	8 News Now Sat 5-7p 8 News Now Sat	CM	430-5p -----S-	:30	1	\$2,500.00	LV1	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/31/12	11/06/12	-----S-		1		\$2,500.00		0.00				
N 15	8	11/03/12	11/03/12	8 News Now Sat Special 8 News Now Sat Special	CM	8-9p -----S-	:30	1	\$2,500.00	LV1	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/31/12	11/06/12	-----S-		1		\$2,500.00		0.00				
N 16	8	11/03/12	11/03/12	Sat 1135p-1235a Priv P Private Practice	CM	1135p-1235a -----S-	:30	1	\$400.00	LV1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/31/12	11/06/12	-----S-		1		\$400.00		0.00				
N 17	8	11/04/12	11/04/12	Eye on Wash/Wall St Jo Eye On Wash	CM	5-530a -----S (5:00 AM-5:30 AM)	:30	1	\$1,000.00	LV1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/31/12	11/06/12	-----S		1		\$1,000.00		0.00				
N 18	8	11/04/12	11/04/12	8 News Now Sun AM # 8 News Now Sun AM #1	CM	8 News Now Sun A-----S (5:00 AM-5:30 AM)	:30	1	\$1,500.00	LV1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/31/12	11/06/12	-----S		1		\$1,500.00		0.00				
N 19	8	11/04/12	11/04/12	8 News Now Sun AM # 8 News Now Sun AM #2	CM	8 News Now Sun A-----S (5:00 AM-5:30 AM)	:30	2	\$2,500.00	LV1	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

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Product Desc:	ISSUE	KLAS
Estimate:	1332	

Totals	57	\$207,400.00
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